

Ipsos Political Pulse

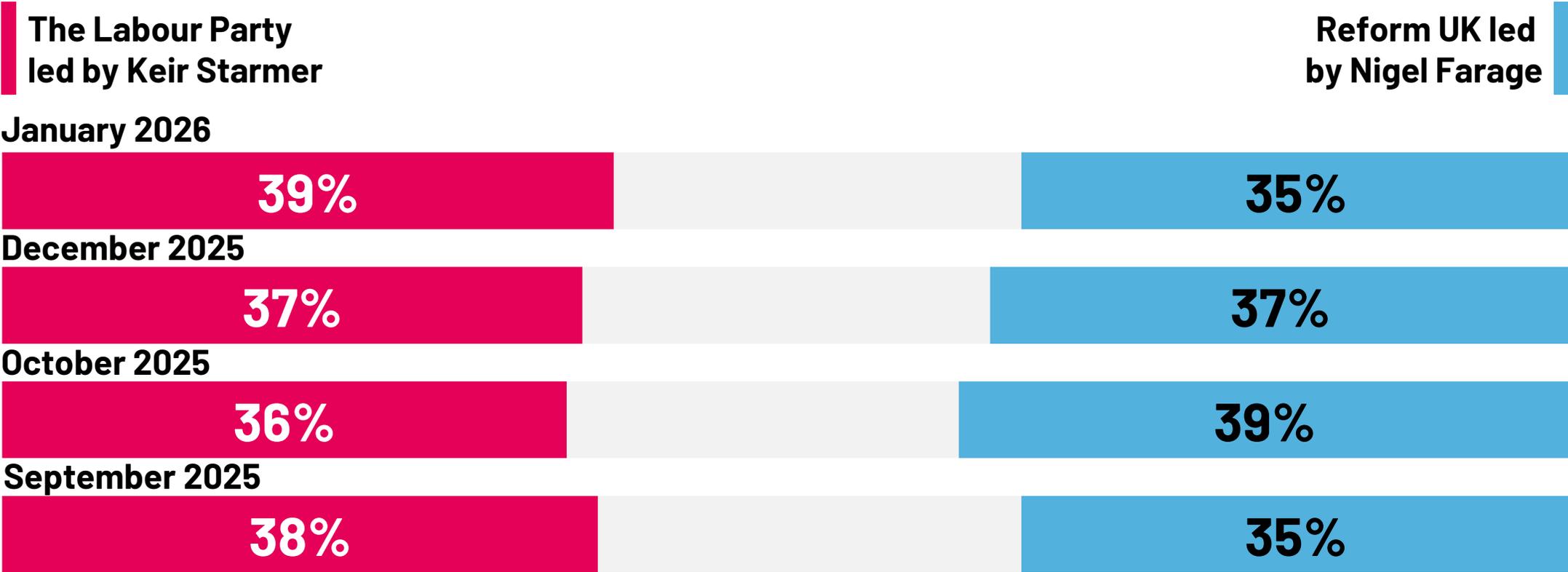
January 2026

LEADERSHIP



If given the choice between just the Labour party led by Keir Starmer and Reform UK led by Nigel Farage, Britons are slightly more likely to favour Labour

If you had to choose, which party would you prefer to win the next UK General Election and form the next government?

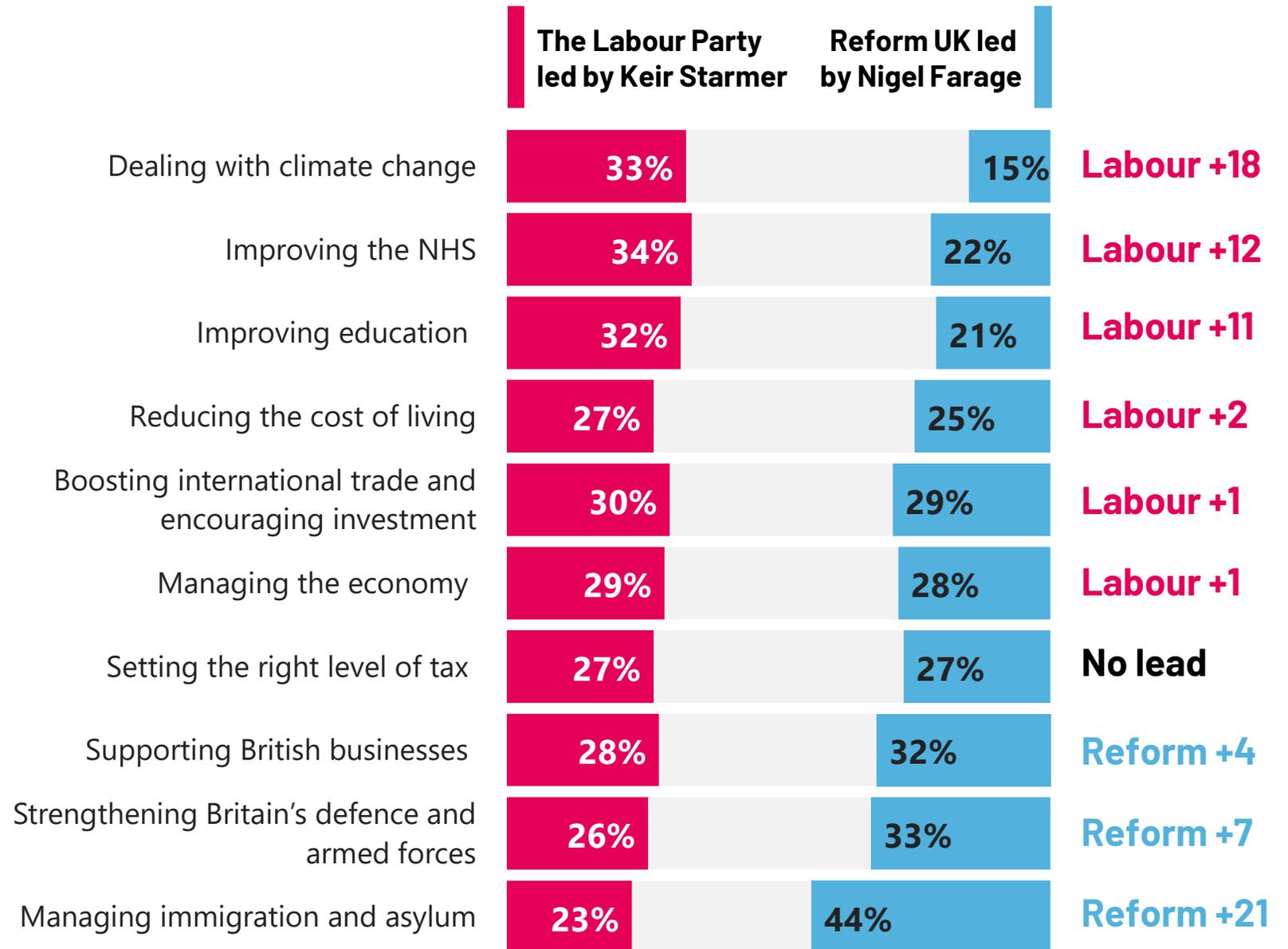


Base: 1,136 Online British adults aged 18+, 9 - 12 January 2026

When given a choice between Labour led by Keir Starmer and Reform UK led by Nigel Farage, Britons trust Labour more on the NHS, climate change and education. Britons trust Reform UK more on managing immigration and asylum, and strengthening Britain's defence and armed forces

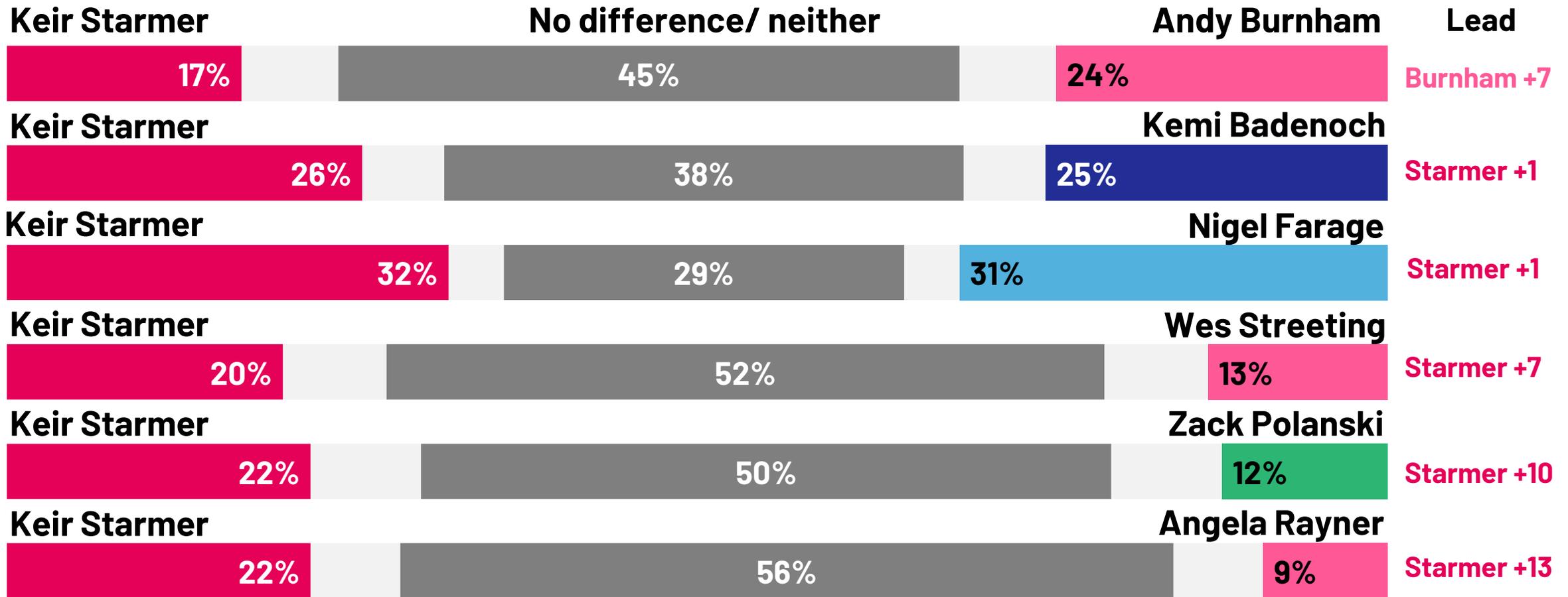
Which of the following, if either, would you trust more to deliver on the following issues ?

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Andy Burnham is the only politician on our list preferred to Keir Starmer as Prime Minister. Starmer is neck and neck with Farage and Badenoch

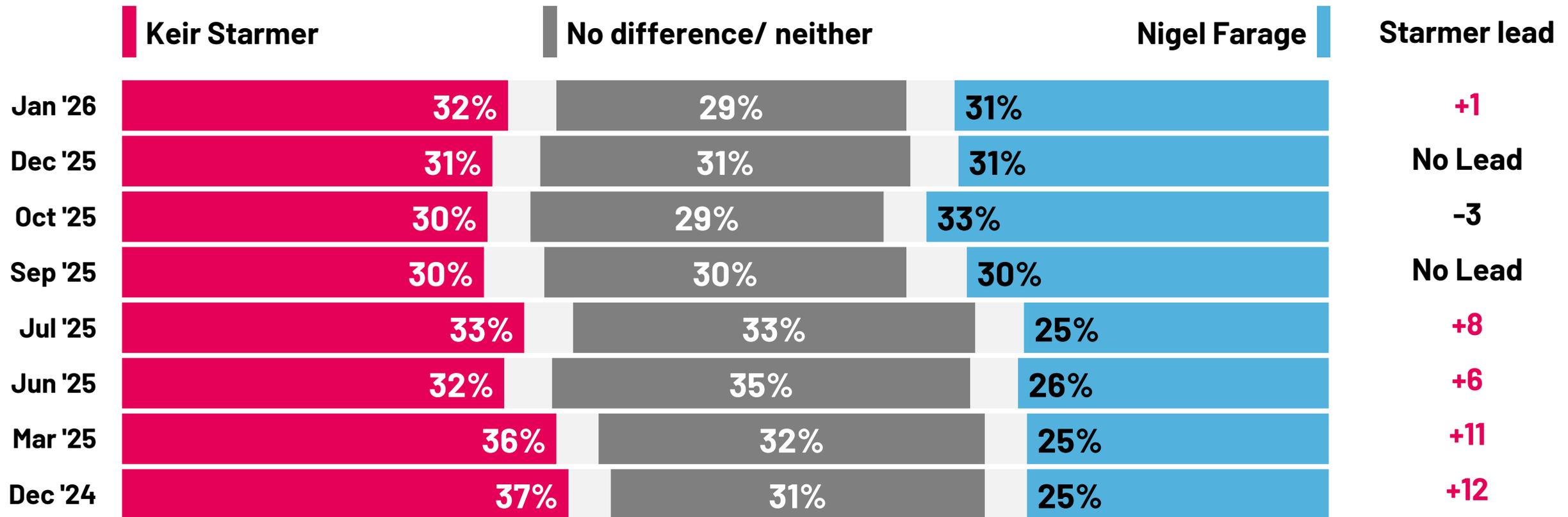
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,136 Online British adults aged 18+, 9 - 12 January 2026

Britons continue to be split on whether Keir Starmer or Nigel Farage would make a better Prime Minister

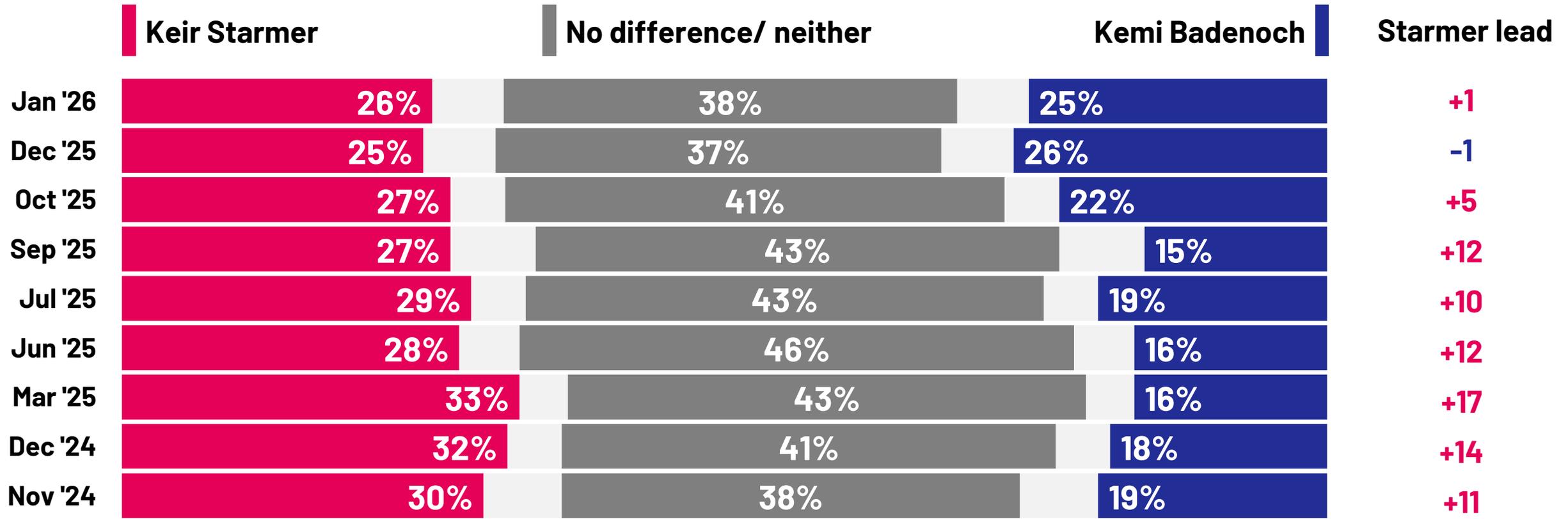
Which of the following, if either, do you think would make a better Prime Minister?



Base: 1,136 Online British adults aged 18+, 9 - 12 January 2026

Britons continue to be split on whether they would prefer Keir Starmer or Kemi Badenoch as Prime Minister

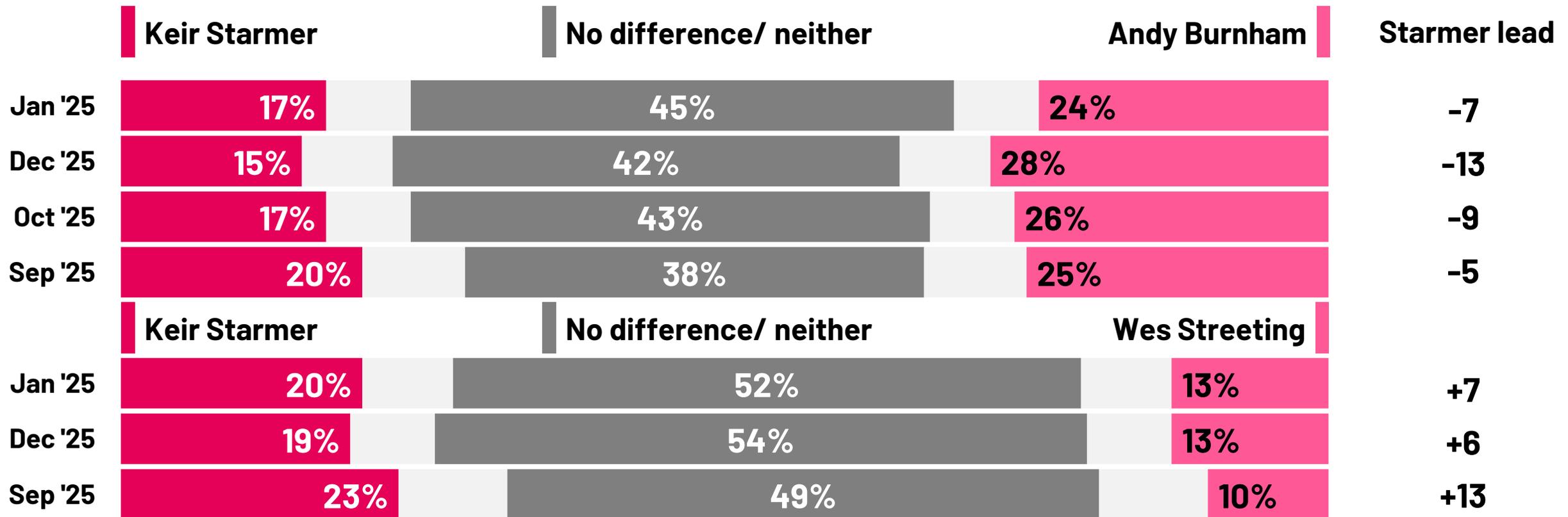
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Andy Burnham continues to lead Keir Starmer on who would make a better Prime Minister – but Burnham’s lead is down on last month

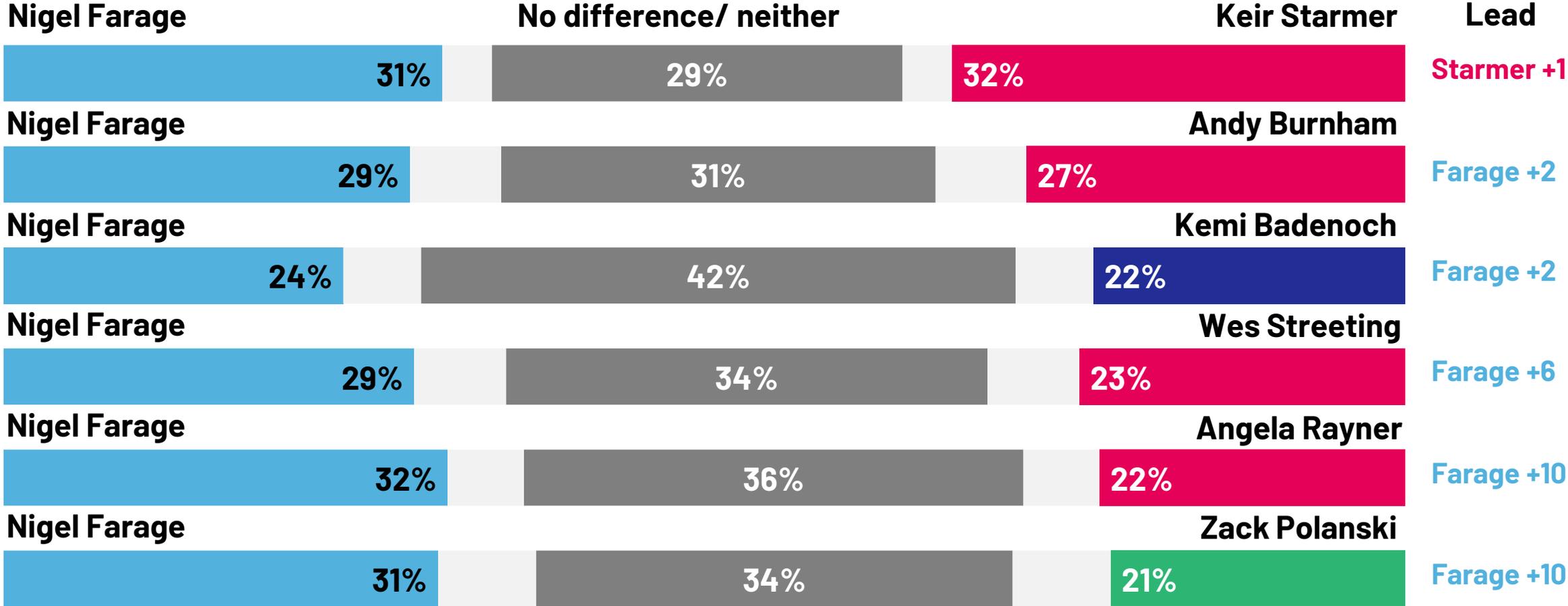
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Nigel Farage is neck and neck with Keir Starmer, Andy Burnham and Kemi Badenoch in terms of who would make the better Prime Minister

Which of the following, if either, do you think would make a better Prime Minister?

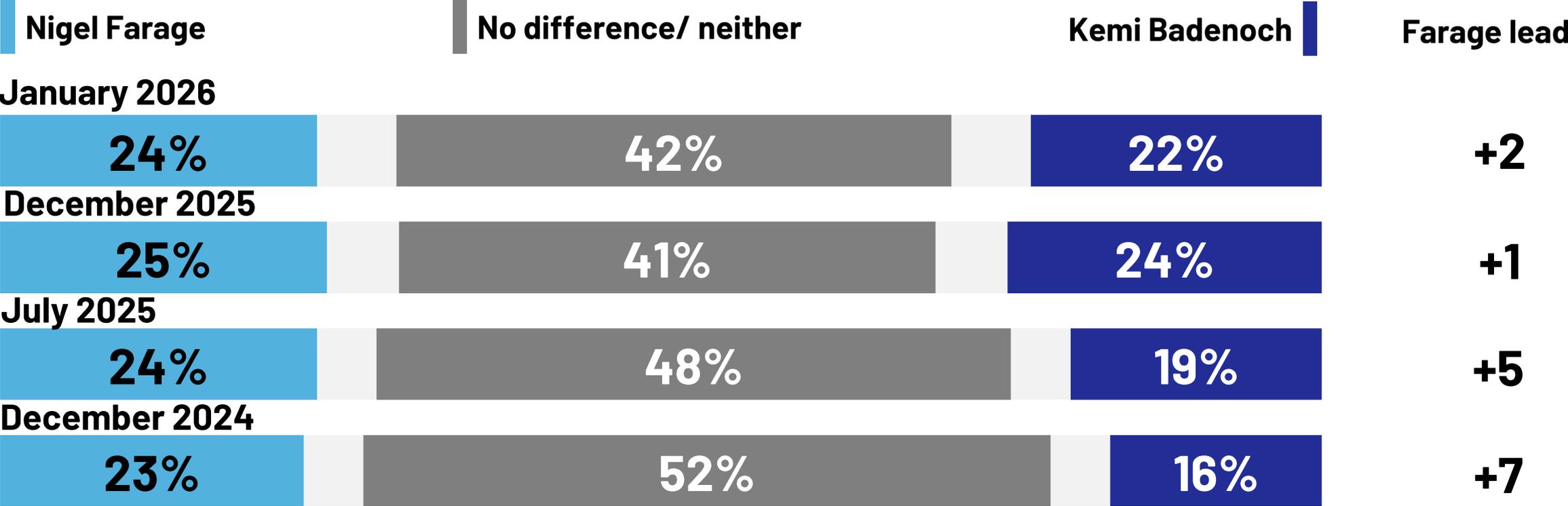


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The public continue to be split on whether they would prefer Nigel Farage or Kemi Badenoch as Prime Minister

Which of the following, if either, do you think would make a better Prime Minister?

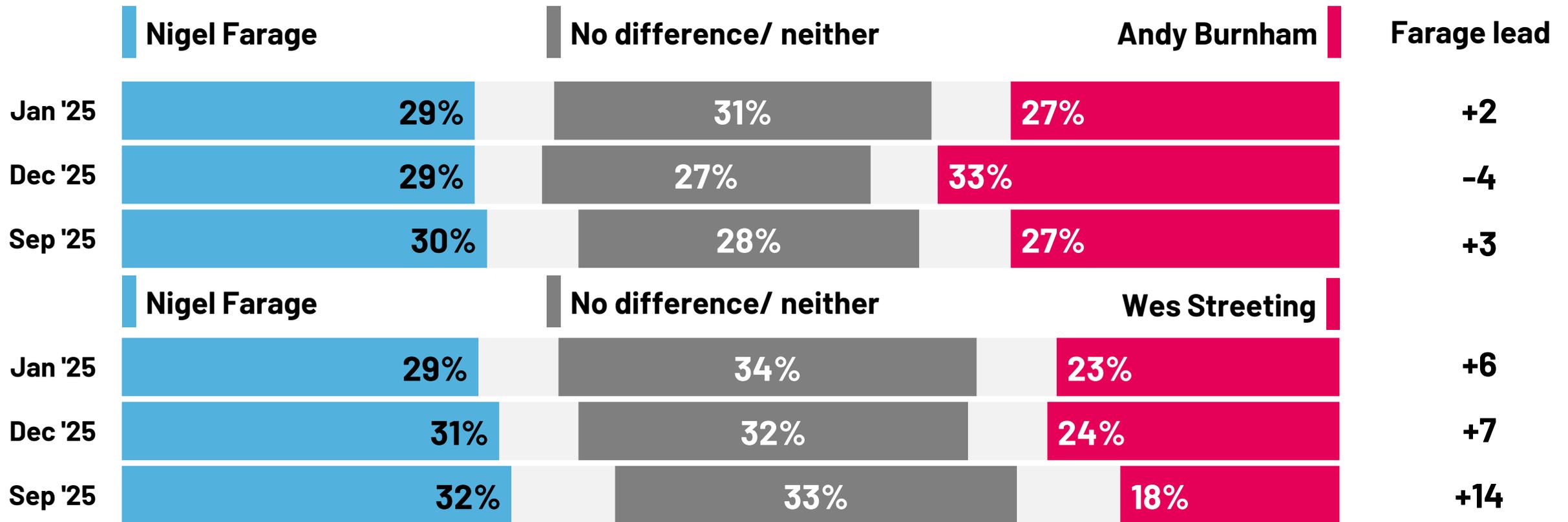


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The public are split on whether Nigel Farage would make a better Prime Minister than Andy Burnham. Farage holds a lead over Wes Streeting

Which of the following, if either, do you think would make a better Prime Minister?



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For more information

Gideon Skinner

Research Director

gideon.skinner@ipsos.com

Keiran Pedley

Research Director

keiran.pedley@ipsos.com

Ben Roff

Senior Research Executive

ben.roff@ipsos.com